Winston Select Empty Pack Trade In Promotion

Objective:

Increase sales of Winston Select

Source: https://www.industrydocuments.ucsf.edu/docs/nthy0000

Method

- Smoker gets a free pack of Select (any style) when he turns in 4 empty inner packs of Winston Select.

Source: https://www.industrydocuments.ucsf.edu/docs/tmry0000

Implementation

- Store gives free pack of Select for every 4 empty inner packs of any style Select turned in.
- Store accumulates the empty packs in plastic bags.
- Store Mngr. writes # packs, intials, and dates plastic bag with empty packs, and turns in to RJR Sales Rep.for a credit slip.
- Both Sales Rep and Store Mngr sign credit slip.
- Retailer keeps 1 copy to be turned in to Jim Bellias for credit
- RJR Sales Rep mails other copy to L. T. Wolfe

Source: https://www.industrydocuments.ucsf.edu/docs/nthy0000

Timing

- April 1 - May 31 with possible extension.

Source: https://www.industrydocuments.ucsf.edu/docs/nthy0000

RJR Commitment

- Ensure each store has adequate stock levels of all styles of Winston Select - write orders when necessary.
- Collect empty packs of Select and signed credit form.
- Place POS on counter display.

Winston Select Empty Pack Trade In Promotion - Home Liquors

Source: https://www.industrydocuments.ucsf.edu/docs/nthy0000

Home Liquors Commitment

- Create and place window signs advertising this promotion.
- Order extra Select product to cover the increased demand.

Source: https://www.industrydocuments.ucsf.edu/docs/nthy0000

Winston Select Empty Pack Trade In Promotion Credit Form

Store: Home Liquors #_____

Address: _____

_____

# of Empty Packs Turned In_____

Store Mnger Signature_____

Sales Rep Signature_____

Note: 1 copy to be retained by store: 2nd to be retained by RJR Sales Rep

Winston Select Empty Pack Trade In Promotion - Home Liquors

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